

EXPORT POTENTIAL ASSESSMENT OF GHANA IN THE WORLD

Based on the performance of both traditional and non- traditional export products in 2018, market access conditions and other economic parameters, the products with greatest export potential from Ghana to the World are Cocoa beans, Cocoa paste and Cashew nuts (in shell). Ghana has the highest supply capacity in Cocoa beans. Gold, semi-manufactured, for non-monetary purposes is the product that faces the strongest demand potential in World.

- While the untapped potential for cocoa paste stands at US\$ 372.3m that of cocoa beans is estimated at US\$ 2.1 billion
- Similarly, Cashew nut in shell and Cocoa butter Fats & Oil have untapped potentials of US\$ 362.4m and US\$ 203.1m respectively
- Other products with untapped potentials that the country can take advantage of include but are wood in rough nes (US\$ 172.8m), Prepared or preserved tunas (US\$ 137.7m), cocoa powder (US\$ 77.8m) and cocoa paste (US\$ 47.1m)
- With supply based expansion programs being undertaken in some of the value chains, Ghana can take advantage of the untapped potentials that exist in the global market place

Export Potential Assessment of 15 products from Ghana



Source: ITC Export Potential Map

PRODUCT	HS CODE	UNTAPPED POTENTIAL (US\$)
Cocoa beans	180100	1.7 Bn
Cocoa paste(excluding defatted)	180310	280.4 Mn
Cashew nuts (in shell)	080131	362.4 Mn
Cocoa butter fats & oil	180400	203.1 Mn
Wood in the Rough, nes	4403Xc	172.8 Mn
Prepared or preserved tuna	160414	137.7 Mn
Gold, Semi manufactured, for non-monetary purposes	710813	136.6 Mn
Cocoa powder	180500	77.8 Mn
Bananas, fresh or dried	080300	72.3 Mn
Cocoa paste (wholly or partly defatted)	180320	47.1 Mn
Fixed vegetable fats & oils and fractions (mainly shea)	151590	60.8 Mn
Aluminium, not alloyed, unwrought	760110	64.2 Mn
Wood sawn/chipped lengthwise, sliced/peeled, thickness > 6mm	4407Xc	46.3 Mn
Pineapples, fresh or dried	080430	36.4 Mn
Nuts nes	0802Xc	22.6 Mn

The size of the bubble stands for the projected demand in the world market while the length of the line (from the center of the circle to the outside) stands for the estimated supply capacity for Ghana.